

## SALEEM F. SHISHAN

**EXECUTIVE PROFILE** I am a brand and marketing strategist who partners with CEOs, executives, and entrepreneurs to grow their personal and professional brands, human-to-human.

After spending more than 18 years working in corporate and marketing communication for multimillion-dollar brands, knowing what truly drive conversions, sell-out huge campaigns in different countries in the MENA region is my key competency.

I have delivered great success stories with award winning campaigns, both as a client and as an agency for reputable brands such as Zain Jordan, Zain Iraq, Asiacell Telecoms-Ooredoo, Grand Prix – Bahrain, Batelco Telecoms, and many more.

In addition to my extensive strategic communication and marketing experience, I managed different cinematography production and high scale events.

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**WORK EXPERIENCE** **MANAGING DIRECTOR / FOUNDER,**  
**MERAKI COMMUNICATIONS, JORDAN & IRAQ**

APRIL 2019 – PRESENT:

- Overlooking the relationship of accounts with the senior management team.
- Supporting the account management and creative teams in addressing clients' business needs and requirements for daily operations.
- Managing the agency's business development and strategic future plans and growth.

**HEAD OF MEDIA & PUBLIC RELATIONS DEPARTMENT,**  
**ZAIN TELECOMS, IRAQ**

APRIL 2016 – MARCH 2019:

- Formulated and implemented the media and public relations' strategy as befitting the department's business objectives.
- Established the corporate communication strategy and brand positioning for the company.
- Set the social media communication strategy and tone of voice driven by the company's overall strategy.
- Managed the internal communication unit side by side with the Zain Group Human Resources department.
- Organized the management's internal and external events and press conferences.

**HEAD OF COMMUNICATION,**

**ASIACELL TELECOMS - OOREDOO TELECOMS GROUP, IRAQ**

NOVEMBER 2010 – AUGUST 2015:

- Managed the marketing communication unit through setting the overall communication objectives, brand strategy, and social and digital advertising.
- Maintained the brand identity by delivering seamless customer experience, and utilizing the right communication tools per segment.
- Established and built a positive long-term relationship with the creative and media agencies, production houses, and media suppliers.
- Ensured the delivery of optimized creative campaigns and media strategies.
- Monitored and evaluated all communication campaigns pre & post launching.

**MASS MEDIA & COMMUNICATION SPECIALIST/CONSULTANT**

**JOHNS HOPKINS UNIVERSITY, BLOOMBERG – PUBLIC HEALTH AWARENESS PROGRAM IN JORDAN**

OCTOBER 2009 - NOVEMBER 2010

- Led the development and management of the communication strategies with regards to transforming healthcare awareness.
- Provided strategic advice and input on communication channels, high quality content and delivery.
- Ensured appropriate content and tone of voice when developing campaigns and communication campaigns.
- Developed and maintained professional relationships with media representatives, journalists, analysts and influencers as well as digital mediums.

**GENERAL MANAGER,**

**UNIVERSAL MEDIA – IPG/POMOSEVEN GROUP, BAHRAIN**

FEBRUARY 2008 - MARCH 2009

- Managed the relationship between the agency and various clients such as Batelco, Gulf Air, Formula1 Bahrain, Coca Cola, Pizza Hut, Ford Automotive, McDonald's, in addition to many other regional and local brands.
- Oversaw the entire agency budget, including the employees head count.
- Conducted market research and competitive analysis and modified the communication plans accordingly.
- Provided creative media solutions aligned with the client's brand identity and business objectives.

**ADVERTISING AND MEDIA SUPERVISOR**

**ZAIN TELECOM, JORDAN**

DECEMBER 2002 - FEBRUARY 2008

- Monitored and analyzed the competitive environment and presented it to the management and recommended effective plans and portfolio strategies.
- Responsible for all media allocations & campaigns for Zain in different media vehicles.

- Monitored the ROI for each campaign and supervised the overall communication budget.
- Supervised and managed the entire communication campaign of Fastlink's re-branding to Zain Telecom.
- Worked closely with the re-branding project consultants "Delta Partners" for the strategic marketing and brand health planning.

**MEDIA EXECUTIVE**

**HORIZON FCB ADVERTISING AGENCY, JORDAN**

JULY 2002 - DECEMBER 2002:

- Launched advertising and media campaigns for various clients.
- Handled all media bookings in different mediums for various clients of the agency.

**RESEARCH EXECUTIVE,**

**PAN ARAB RESEARCH CENTER (PARC), JORDAN**

FEBRUARY 2001- JUNE 2002:

- Supervised both quantitative & qualitative media habits and trends' studies conducted across the Kingdom.

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EDUCATION                      BA IN ENGLISH LANGUAGE FROM PHILADELPHIA UNIVERSITY, AMMAN-JORDAN

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LANGUAGES                      Fluent in both English & Arabic

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PERSONAL INFORMATION      Date of Birth: 25 April 1977  
    Nationality: Jordanian  
    Marital Status: Married